DARPA Grand Challenge 2005

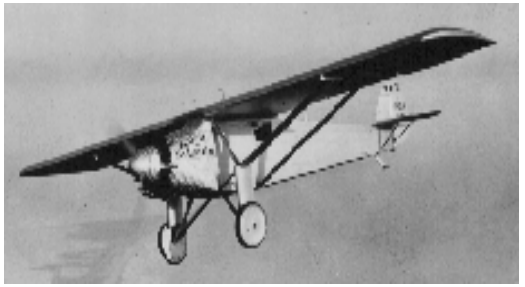
Information for Sponsors

The Grand Challenge

On October 8, 2005, the world will watch as 20 robotic vehicles attempt to navigate 175 miles over punishing desert terrain . . .
in pursuit of technological innovation that could save the lives of American soldiers on the future battlefield—*and* a

A Noble Goal … A Proud Tradition

- **The DARPA *Grand Challenge* is part of the ongoing DoD R&D program to maintain the our military advantage and to help save the lives of our men and women in uniform.**
- **The DARPA *Grand Challenge* is a tribute to our nation's heritage of innovation, risk-taking, and sense of team spirit.**
- **Inventors, scientists, and enthusiasts come together from around the world for intense competition, high-tech excitement, and off-road adventure.**
- **The first DARPA *Grand Challenge* was held on March 13, 2004; the second will be conducted on October 8, 2005.**



What is DARPA?

The Defense Advanced Research Projects Agency (DARPA) is the central research and development organization for the Department of Defense. DARPA manages and directs basic and applied R&D projects for the Department of Defense and pursues research and technology where success may provide dramatic advances for traditional military roles and missions.

DARPA Grand Challenge 2004 Participation

Not shown: Los Buitres – Argentina; Creatnz – New Zealand

Global Media Coverage

- **Television and Radio**

  (hundreds of segments)
  - **ABC World News Tonight**
  - **NBC Nightly News**
  - **CBS Evening News**
  - **CNN and CNN Headline News**
  - **National Public Radio**

- **Print and Web**

  (millions of readers)
  - **USA Today**
  - **New York Times**
  - **Los Angeles Times**
  - **Washington Post**
  - **Popular Science**
  - **Scientific American**
  - **Wired**

Looking Ahead:

DARPA Grand Challenge 2005

- ***Developing the Vehicles*: Teams work for more than a year, attracting attention from local media and building their fan base.**

- ***National Qualification Event*: 40 teams compete over 8 days at the California Speedway (near Los Angeles) as interest builds.**

- ***Grand Challenge Event:* 20 teams start the two-day event at an undisclosed location in the desert Southwest. Robots have 10 hours to make it across the difficult course to claim the prize.**

National Qualification Event

California Speedway, Fontana, California
September 27 - October 6, 2005

National Qualification Event

- **8 days of exciting competition at the largest NASCAR track in California**
- **Heavy media coverage including documentary film makers and cable outlets**
- **Easy access from Los Angeles**
- **Thousands of spectators in attendance**
- **Representatives from DoD, Armed Forces, and other government agencies in attendance**

Grand Challenge 2005

- October 8, 2005
- Thousands of spectators and intense, worldwide media coverage
- 20 teams

Examples of Team Offerings to Sponsors

- Name the Vehicle or Team after Sponsor
- Logo on vehicle
- Logo or writeup on team website
- Logo/mention in team informational materials, press releases, videos, technical papers
- Special press releases by team
- Team promotional items (mugs, shirts, etc.)
- Share of prize
- Participate in team victory parade

What Are The Media Saying?

"…rough ride for robots, but humans smiling"

-MSNBC, March 14, 2004

"…pioneering the era of driverless automobiles"

-SF Chronicle, March 13, 2004

"…the most unique land race in the country"

-USA Today, February 25, 2004

"Forward thinking companies have now realized that robotic cars offer a branding opportunity in a novel arena with broad public interest."

-Robotics Trends, March 29, 2004

Grand Challenge Robots Get Noticed

Governor Blanco declares “Cajunbot Day”
State of Louisiana, June 2, 2004

How to find a Team to Sponsor

- **Go to the “Team Info” link on Grand Challenge website.**
  - **www.darpa.mil/Grandchallenge/TeamInfo.html**
- **Find a team that interests you.**
- **Contact the team leader.**

DARPA is pleased to act as a resource for information about teams, but DARPA will not advocate a specific team for sponsorship.

For more information about the DARPA Grand Challenge, visit www.darpa.mil/grandchallenge.